

Trade and Industrial Education
Course: Media Concepts
Course Code # 5763
1 Credit

School Year _____

Term: ___ Fall ___ Spring

Student:	Grade:
Teacher:	School:
Number of Competencies in Course: 40 for 1 credit	
Number of Competencies Mastered:	
Percent of Competencies Mastered:	

STANDARD 1.0: Students will demonstrate the ability to communicate effectively through oral, written, and visual expression.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Examine different mass media fields of study including audio and video technologies and journalism and broadcasting.			
1.2	Interpret industry-specific writing samples.			
1.3	Demonstrate enunciation, vernacular, diction, and proper speech techniques for mass media applications.			

STANDARD 2.0: Students will examine various funding methods for the media industry.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Demonstrate an understanding of advertising.			
2.2	Distinguish public from commercial funding sources.			
2.3	Prepare a budget for a specified production or publication.			
2.4	Design a promotional campaign.			

STANDARD 3.0: Students will be able to interpret and evaluate various media presentations within their context.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Examine formats for various media applications.			
3.2	Analyze various media presentation formats.			
3.3	Evaluate format applications of various local, national, and international media.			

STANDARD 4.0: Students will demonstrate the ability to use research, writing, and analytical skills to conceptualize, develop, and present an idea; design a project; and make a valid judgement.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Demonstrate the ability to formulate and articulate appropriate information in a presentation.			
4.2	Analyze qualitative and quantitative data to make accurate and informed decisions.			
4.3	Compare and contrast major differences and similarities as reflected in various perspectives on an issue.			
4.4	Compose written project proposals based on solid research and thorough analysis.			

STANDARD 5.0: Students will analyze environmental conditions and select appropriate equipment for the application and the media setting.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Research and develop media application projects.			
5.2	Create a project plan that incorporates location, equipment, and safety needs.			
5.3	Assess the location for safety, personnel, visual, and equipment needs.			
5.4	Assemble teams and assign roles and responsibilities.			

STANDARD 6.0: Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Demonstrate dignity in work using SkillsUSA-VICA guidelines as an integral part of the classroom.			
6.2	Evaluate school, community, and workplace situations by applying problem-solving and decision-making skills.			
6.3	Demonstrate the ability to work professionally with others.			
6.4	Examine and evaluate the principles of active listening.			

STANDARD 7.0: Students will practice all aspects of safety procedures, laws, and policies.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Evaluate local, state, and national laws, policies, and procedures regarding personal rights, interviewing, pictures, or identifying issues.			
7.2	Research and analyze potential safety, legal, and policy issues.			
7.3	Appraise and implement safety standards, procedures, requirements, rules, and regulations.			
7.4	Demonstrate professional conduct and code of ethics around issues such as, but not limited to, copyright, use of materials taken from the Internet, and privacy.			
7.5	Analyze and compare media release forms, contracts, and permits.			
7.6	Pass with 100 % accuracy a written examination relating to safety issues.			
7.7	Pass with 100% accuracy a performance examination relating to safety.			
7.8	Maintain a portfolio record of written safety examinations and equipment examinations for which the student has passed an operational checkout by the instructor.			

STANDARD 8.0: Students will operate within an environment structured after current media industry standards.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Categorize the roles and responsibilities of various members of a production team.			
8.2	Assess the demographics of the target audience to be served.			
8.3	Select the content that is most appropriate for the target audience.			
8.4	Choose a format that is suited to the needs and desires of the target audience.			
8.5	Determine the most effective and cost-efficient location for the presentation/production.			

STANDARD 9.0: Students will analyze the effects of media on society.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Compare research of mass media ethics today and those of past generations.			
9.2	Appraise professional conduct in the development of today's media.			

STANDARD 10.0: Students will evaluate career opportunities and career paths within the media industry.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Develop a profile of career opportunities.			
10.2	Develop a personal education/career roadmap.			
10.3	Project future career opportunities within the media industry.			

Additional Comments _____